

ABSTRACT

5 The present invention provides technology for
distributing user-acceptable and highly effective
advertisements and enables detailed status representation on
an awareness system. Advertisement icons such as a company
symbol can be subsequently added to alternatives of user
statuses and the icons can be set as user statuses. Display
of an advertisement icon as status of an acquaintance in a
buddy list allows companies to announce services or items
10 they provide as used by the acquaintance that the status
represents. Since advertisement icons are diffused via a
reliable network composed of acquaintances in the buddy
list, users have a good impression on the advertisements and
high advertising effectiveness is expected.